

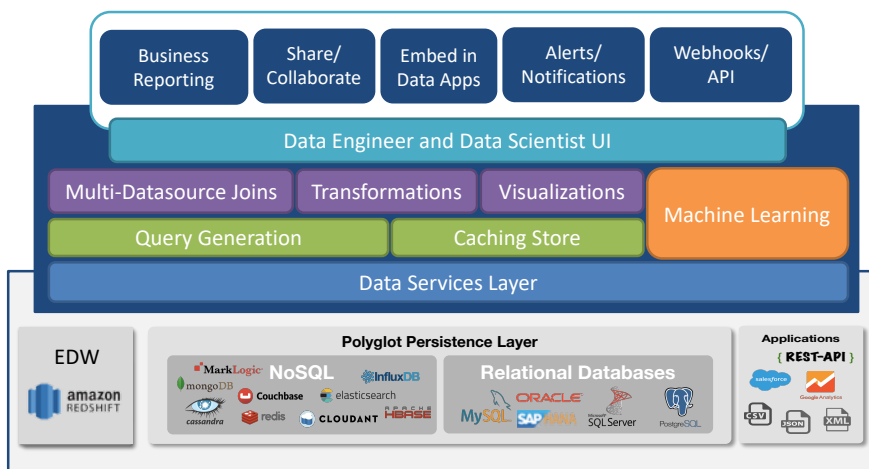
# Analytics on Amazon Redshift

Deliver Powerful Business Insights. Instantly.

## TAKE YOUR REDSHIFT ANALYTICS TO THE NEXT LEVEL

Amazon Redshift allows you to run complex analytic queries against petabytes of structured data, using sophisticated query optimization, columnar storage on high-performance local disks, and massively parallel query execution. Most results come back in seconds. Amazon Redshift also includes Redshift Spectrum, allowing you to directly run SQL queries against exabytes of unstructured data in Amazon S3.

Amazon Redshift and Knowi combined to create a compelling toolkit for modern analytics. Together, you can deliver to your business teams a data warehousing and analytics solution that allows them to analyze datasets, running into the billions of rows, with unparalleled agility for rapid experimentation and real-time decision making. They are integrated out-of-the-box so that you can connect Knowi to your Amazon Redshift data warehouse in seconds.



Knowi Architecture Diagram

Knowi is part of a new generation of analytics platforms purpose-built for modern data stacks that include structured, unstructured and multi-structured data. Knowi instantly connects to your Redshift cluster, discovers your data, and enables you to visualize your data, literally in minutes.

### SUMMARY

Knowi is a leading provider analytics on Amazon Redshift, including native integration to Redshift’s Spectrum feature for instant data reporting, visualization, and analytics on structured and unstructured data stored in Amazon S3.

### KEY FEATURES

- ❖ Native integration to Redshift
- ❖ Drag & drop query generation
- ❖ Merge data with other sources
- ❖ Over 30 Visualizations
- ❖ Sharable and Embeddable Dashboards
- ❖ Integrated Machine Learning
- ❖ OEM Options

### BENEFITS

- ❖ Instantly visualize your data
- ❖ Add context to Redshift data with other enterprise data without moving it
- ❖ Fastest way to provide the business with a unified view of enterprise data
- ❖ Automates data-driven actions with configurable triggers to call APIs or send notifications

For more information, go to our website:

<https://knowi.com/redshift-analytics>

# AMAZON REDSHIFT + KNOWI: ANALYTICS FOR MODERN DATA

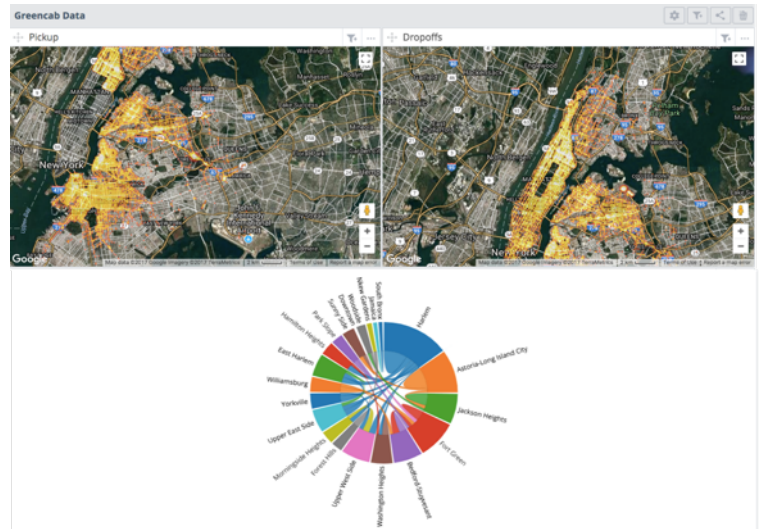
Knowi is a unified business analytics platform that streamlines the process of analytics on Redshift data enabling you to uncover new insights and unlock more value from your Redshift investment.

## Redshift and Spectrum Integration, Query Generation and Multi-datasource Joins

Knowi integrates natively, enabling users to:

- Instantly discover data
- Auto-generate SQL queries
- Join Redshift data with other NoSQL, SQL, file-based, or REST-API sources.

With Knowi, you eliminate the need for data prep tools and can visualize your Redshift and Amazon S3 data in minutes.



## Business-Driven Analytics, Collaboration and Sharing

With over 30 visualizations, business users can customize their dashboards and share them with other users or groups, either individually or automatically. Role-based access controls automatically filter data so users only see the data they are authorized to view. Alternatively, users can generate PDF reports to share with non-Knowi users so analytics data are always accessible.

## Caching Layer for Optimize Visualization Performance

When querying large data sets, real-time visualizations sometimes is not practical. Knowi includes an optional caching layer, Elastic Store, that automatically persists query results on a defined schedule. Dashboards are pointed to go against Elastic Store instead of your Redshift cluster to ensure optimal performance and user experience.

## Embed Dashboards in Data Applications

Data application developers can use Knowi to embed Redshift analytics directly into their data applications using:

- Simple URL based embedding.
- Secure URL embed with encrypted request payload
- Single SignOn API that enables token exchange

## Integrate Machine Learning for Advanced Analytics

Redshift customers can leverage their data for predictive and prescriptive analytics within the Knowi platform. Use Knowi's built-in algorithms, train and integrate models into your Redshift analytics workflows and then configure trigger actions based on the results. Knowi quickly enables Redshift customers to take their data analytics to the next level without any additional investment.